

MAY 18 1942

| SUN. | MON. | TUES. | WED. | THURS. | FRI. | SAT. |
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# FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING SATURDAY, MAY 16, 1942

(See Calendar of May 11th for week-end dates previously announced.)

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                      | <u>WHERE</u>                        |
|---|--|--------------------------------------|-------------------------------------|
| Saturday<br>May 16                                  | JUNIOR VICTORY<br>ARMY SHOW  | GIMBEL BROTHERS                      | B'WAY AT 33RD STREET<br>3RD FLOOR   |
| 10:45 A.M.  | Gimbel's will present a Junior Victory Army Show, "Girls in the War," M.C. 'd by the Victory Twins of Radio: Vi and Vilma Verner who got their title from Mayor La Guardia. Program will be broadcast over station WJZ and will include these speakers: Gloria Callen, World's Champion Swimmer; Alliene Harder, Program Advisor, Girl Scouts; Martha Allen, Asst. to Nat'l Exec., Campfire Girls; and Mrs. Bernard F. Gimbel, Nat'l Dir. of Public Relations, A.W.V.S., discussing the usefulness of women in the war effort. Open to Press and public. Publ.: Marjorie Howard, PE. 6-5100. |                                      |                                     |
| On the<br>Air                                       | NEW RADIO PROGRAM:<br>"WOMEN AND THE WAR"  | BLOOMINGDALE'S                       | OVER STATION WQXR<br>(1560 ON DIAL) |
| Mondays<br>Through<br>Fridays<br>9-9:10 AM          | A morning program that tells women <u>what</u> to buy, <u>what not</u> to buy, <u>what to save</u> , <u>how</u> to save it, and relates stories of individual women who are nobly meeting emergencies imposed by the war. Presented by Frances Corey, Fashion Director, Bloomingdale's. Publicity: Karen Hollis, VO. 5-5900.   |                                      |                                     |
| Now in<br>Progress<br>Through<br>Saturday<br>May 23 | INGENUITY SHOW<br>97 American manufacturers are represented in a dramatic "Ingenuity Show" which reveals how they are meeting war-time needs by the development of ingenious new products such as wool-like fabrics from Soy beans; hats from milk; transparent knives and forks from Cellulose Acetate; draperies of paper; leather made from pine trees; etc.; etc. Show continues through Sat., May 23rd from 9 A.M. to 5:30 P.M. daily. Publicity: H. Askwith, VA. 6-2200.   | LEWIS & CONGER                       | 6TH AVE. AT 45TH ST.                |
| Now<br>Showing                                      | FALL SPORTSWEAR<br>COLLECTION  | S. AUGSTEIN & CO.                    | 1384 BROADWAY                       |
|   | A "stimulating" collection of Fall Fashions proving that war-time restrictions are no curb on ingenuity at this house.   |                                      |                                     |
| Now<br>Showing                                      | BACK-TO-SCHOOL BAGS<br>Fri-Lo is ready for Fall with a "back-to-school" bag collection rich in the tricks that are so captivating to college girls. Publicity: Ann R. Silver, MU. 2-8633.  | FRIEDMAN-LOBEL, INC.                 | 136 MADISON AVENUE                  |
| Sunday<br>May 17<br>2:30 P.M.                       | DR. FAINSOD TO<br>ADDRESS RETAILERS<br>Dr. Merle Fainsod, head of the Retailers Trade and Service Division of OPA, who made such a hit in addressing the shoe and leather people recently, will talk to Retailers this coming Sun. afternoon at 2:30 P.M. in the Grand Ballroom of the New Yorker. Dr. Fainsod will answer questions on price regulations. A thousand retailers are expected to attend meeting. Open to all interested. For further information: Mr. Milton Fritch, Saks 5th Ave., PL. 3-4000.   | METROPOLITAN CON-<br>TROLLERS ASSOC. | HOTEL NEW YORKER<br>GRAND BALLROOM  |

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|-----------------------------|---|---|-------------------------------|
| Sunday<br>May 17,<br>N.Y.C. | "I AM AN AMERICAN DAY"<br>Program at 2:30 P.M.  | BY PRESIDENTIAL<br>PROCLAMATION                   | THROUGHOUT U.S.A.             |
|                             | President Roosevelt has designated Sun. May 17th "I Am An American Day", to impress on all citizens "the duties and opportunities of citizenship and its responsibilities in a nation at war!" New York ceremonies on the Mall in Central Park at 2:30 P.M., sponsored by Mayor's Committee and broadcast over Station WNYC. For further information, Mr. Lester Stone, CO. 7-1000. |   |                               |
| Just<br>Pub-<br>lished      | NEW BOOK ON FASHION   | BERNICE CHAMBERS, M.A.<br>N.Y.U. RETAILING SCHOOL | PUBLISHED BY<br>PRENTICE-HALL |
|                             | Color and design in apparel made graphic and understandable to consumers; for professionals, the history of design periods, technological developments affecting fabric and motivating design, also a comprehensive dictionary identifying apparel, styles, and materials. A worthy book of reference for those connected with the fashion business. Price, \$4.75 (627 pages).     |   |                               |
| Just<br>Opened              | NEW LATIN-AMERICAN<br>DECORATING DEPARTMENT   | FRED LEIGHTON'S<br>MEXICAN SHOP                   | 15 EAST 8TH STREET            |
|                             | Fred Leighton has added to the interest of his Mexican Market Place by introducing a Latin-American Decorating Department to satisfy this growing trend in decor.   |   |                               |

WEEK BEGINNING MONDAY, MAY 18, 1942

|                  |   |                                  |   |
|------------------|---|----------------------------------|---|
| Monday<br>May 18 | FALL COAT AND SUIT COLLECTIONS OPEN   |                                  |   |
|                  | The annual influx of coat and suit buyers is expected in the New York market, though market activities will probably not reach their peak until the following week, May 25th.   |                                  |   |
| May 18           | GIRLS FALL DRESS & BACK-TO-SCHOOL COLLECTIONS OPEN  |                                  |   |
| Monday<br>May 18 | OPENING OF FALL<br>HAND BAG LINES   | QUALITY BAG MFRS.                | INDIVIDUAL<br>SHOWROOMS                 |
|                  | Four of the quality bag manufacturers, KORET, 33 E. 33rd St.; COBLENTZ BROS., 30 E. 33rd St.; JOSEF OF GOLD SEAL IMPORTERS, 30 E. 33rd St.; and BIENEN-DAVIS, 159 Madison Ave., have advanced the Opening Date of their Fall Collections to May 18th. Collections may be seen without appointment at the individual showrooms.  |                                  |   |
| Monday<br>May 18 | OPENING OF MacARTHUR<br>RECORD BOOTH  | GIMBEL BROTHERS                  | B'WAY AT 33RD STREET<br>STREET FLOOR    |
|                  | Gimbel's will combine with the U.S.O. in the gala opening of a booth on their Street Floor to sell records of General MacArthur's Australian speech (recorded by WOR). Exclusive with Gimbel's for one week, and retailing at 50¢ each. All proceeds to U.S.O. to help in \$32,000,000 drive. Celebrities will be on hand to give the occasion a good send-off. Press and public welcome. Publicity: Marjorie Howard, PE. 6-5100. |                                  |   |
| Monday<br>May 18 | VIENNESE ROOF LUNCH-<br>EON FASHION SHOW  | TAILORED WOMAN<br>(742 5TH AVE.) | ST. REGIS HOTEL<br>5TH AVE. AT 55TH ST. |
|                  | 1:00 P.M. On May 18th, the Viennese Roof of the St. Regis Hotel will inaugurate a new Luncheon policy of weekly luncheon fashion shows. The Tailored Woman will be first Exhibitor in the series, presenting "Pantomimes of Fashion". Open to public. Press by invitation. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. St. Regis: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.  |                                  |   |

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| Monday<br>May 18<br>2:30 P.M.                                     | PRESS PREVIEW: EXHIBIT<br>MODERN BRITISH CRAFTS  | METROPOLITAN<br>MUSEUM OF ART             | 5TH AVE. AT 82ND ST.          |
|   | The Metropolitan announces the arrival of an exhibit of "Modern British Crafts" organized by the British Council in London and delivered by convoy through perilous waters. Presented in an arrangement of four completely furnished rooms: a country cottage dining room; bedroom; a town dining room; and a music room. Press preview by invitation, Mon., May 18th, 2:30 P.M. Tea at 5:00. Open to public from Thurs. May 21st through July 5th. Publicity, Alice Merriam, RH. 4-7690.  |   |                               |
| Beginning Monday<br>Evening May 18<br>6:45 P.M.                   | C.C.N.Y. COURSE IN<br>"PRICE CONTROL"  | C.C.N.Y. SCHOOL<br>OF BUSINESS            | 17 LEXINGTON AVENUE           |
|   | The first college course in "Price Control", based on recent government legislation, will get under way on Mon., May 18th at 6:45 P.M. Given two evenings weekly over a period of six weeks and presented by prominent authorities who will interpret the orders of the O.P.A. They will also give instruction in the computation of price ceilings and will teach business men how to prepare reports and keep the necessary records required by the O.P.A. Classes on Mon. and Wed. evenings. Registration now going on. Admission, \$17.50. Contact: Miss Ellentuck, GR. 5-7140.  |   |                               |
| Monday<br>Evening<br>May 18<br>7:40 P.M.                          | MEETING ON EMERGENCY<br>MERCHANTISING POLICY   | INFANTS' & CHILDREN'S<br>WEAR ASSOC. INC. | HOTEL NEW YORKER              |
|   | Members of the Infants' and Children's Wear Assoc. will meet at an after-dinner session, to discuss General Limitation Order L-85 and its effects on their industry.   |   |                               |
| Tuesday<br>May 19<br>10 A.M.<br>to Noon;<br>12:30 to<br>2:00 P.M. | 1ST WARTIME CLINIC<br>ON CHILDREN'S WEAR   | PARENTS' MAGAZINE                         | COMMODORE HOTEL<br>BALLROOMS  |
|   | To a morning clinic attended by retail store representatives, Mrs. Betty Green, Fashion Editor, Parents' Magazine, will interpret the WPB headlines in terms of the buying and selling of juvenile apparel for Fall, presenting a revue of new fall and winter fashions for Infants, Tots and Teens. Talks by F.T. Mosedale of U.S. Testing Co.; O. B. Bromley, Jr. of Aralac; Bartow Underhill, of Pacific Mills; Charles L. Simon of Industrial By-Products and Research Corp.; and Helen Faith Keene, Stylist and Co-Ordinator, Chicago Mail Order Co. Clinic will be followed by 12:30 Luncheon Forum attended by Infants' and Children's Wear Mfrs., addressed by Stanley Marcus, WPB; William Ehrlich, OPA; and Richard Meybohm, N.R.D.G.A. Admission to Clinic, Luncheon included, \$7.50; Clinic only, \$5.00. Luncheon Forum only, \$2.50. Press by invitation. Tickets must be purchased in advance from Parents' Magazine, 52 Vanderbilt Ave., N.Y.C. Contact: Mrs. Betty Greene, CA. 5-6810. |   |                               |
| Tuesday<br>May 19<br>Wednesday<br>May 20<br>3:00 P.M.             | PRESENTING COLORFUL<br>PLAY CLOTHES  | LANZ OF SALZBURG                          | 668 FIFTH AVENUE<br>3RD FLOOR |
|   | Lanz of Salzburg will present a Customer Revue of gay summer fashions including colorful play clothes and bathing suits. Show goes on at 3:00 P.M. Tues. and Wed., May 19th and 20th. Publicity: Lucille Carey, PL. 3-3800   |   |                               |
| Tuesday<br>May 19<br>4:00 P.M.                                    | PRESS PREVIEW:<br>SUMMER ORIGINALS   | BERGDORF GOODMAN                          | 754 FIFTH AVENUE<br>4TH FLOOR |
|   | Bergdorf Goodman will stage a special Mid-Season showing of Summer Originals for members of the Fashion Press. Presentation will include Dinner and Evening Clothes as well as the cool sheers that smart New Yorkers will be wearing in town all summer long. Strictly a "Town" fashion show. Press by invitation only. Publicity: Miss Neff, PL. 3-7300.   |   |                               |

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| Tuesday Evening<br>May 19<br>7:30 P.M.       | "COUNTRY DINNER" TO LAUNCH LAND CORPS  | DOROTHY THOMPSON  | HOTEL COMMODORE<br>LEXINGTON AT 42ND ST.       |
|  | Dorothy Thompson is behind a movement to launch the "Volunteer Land Corps" as a means of helping the nation's youth to take the offensive in raising food to "keep them eating". Dinner speakers will include: Dorothy Thompson; the Hon. Paul V. McNutt, Dir., F.S.A.; Dr. M.L. Wilson, U.S. Dept. of Agriculture; and Lt. Col. W.F. Kerman, author of "Defense will not win the war". Special chorals arranged by John Latouche. Dinner is open to public at \$3.50 per plate. Table of ten, \$35. Reservations from Miss Dorothy Thompson, 8 West 40th St., LA. 4-3872.             |   |  |
| Tuesday Evening<br>May 19<br>8:15 P.M.       | METROPOLITAN MUSEUM TELEVISION PROGRAM   | METROPOLITAN MUSEUM OF ART AND C.B.S.   | TELEVISION STATION WCBW (15 VANDERBILT AVENUE) |
|  | "American Painting" will be the subject of this week's Television program presented over station WCBW by the Metropolitan Museum of Art and drawing on the Museum Collections for illustration. The program will be presented by Miss Roberta M. Fansler, Mr. Walter Pach and Mr. Lincoln Rothschild. Television Publicity: Wil Marcus, WI. 2-2000.  |   |  |
| From<br>May 19                               | NEW FUR COLLECTIONS<br>STILL TO OPEN<br><u>MAY 19</u>  | N. Y. FUR MFRS.   | INDIVIDUAL SHOWROOMS                           |
|  | SCHWARTZ & BLUESTEIN,  | 345 7th Ave., 10 A.M. & 2 P.M., by appt.,<br>Mr. Weitzner, LA. 4-2751.                          |  |
|  | <u>MAY 30</u><br>HABERMAN FURS,  | 24 W. 57th St., by appt., call, CI. 7-0780.   |  |
|  | <u>JUNE 1</u><br>BEN W. COHEN<br>JULIUS GREEN FURS,  | 6 W. 48th St., by appt., Miss Frances, BR. 9-1455.<br>330 7th Ave., by appt., call, LO. 5-7054. |  |
|  | <u>JUNE 2</u><br>ARNHEIMER, INC.   | 345 7th Ave., 10 A.M. & 2 P.M., no appt. necessary.   |  |
| Wednesday<br>May 20<br>10 A.M.-<br>3:00 P.M. | PREVIEW: ANNUAL EXHIBIT<br>OF STUDENTS WORK  | PARSONS SCHOOL<br>OF DESIGN   | 136 WEST 57TH STREET                           |
|  | Parsons School of Design's Annual Exhibit of Student Work will be previewed by the Fashion Press on Wed., May 20th from 10 A.M. to 3 P.M. As usual, the special feature of the week is the fashion show - a presentation of clothes designed, made and modelled by the students of the school. Exhibit opens to public on following day, Thurs., May 21st and continues through May 26th from 10 A.M. to 6 P.M. Daily. Fashion show takes place on Sat. and Sun. afternoons at 3 P.M. and Mon. and Tues. evenings at 8:30 P.M. Press welcome. Publicity: Elizabeth Taylor, PL. 8-1662. |   |  |
| Wednesday<br>May 20<br>1:00 P.M.<br>Luncheon | BELMONT LUNCHEON<br>FASHION REVUE  | DACHE, JOHN-FREDERICS<br>& SALLY VICTOR   | BELMONT PARK<br>ELMONT, LONG ISLAND            |
|  | 1st of special Wed. Luncheon Fashion Shows staged on Terrace of Clubhouse at Belmont Park, will be entitled, "PRETTY, PATRIOTIC AND PRIORITY-FREE", a joint showing of New Summer Hats by <u>LILLY DACHE</u> , <u>JOHN-FREDERICS</u> , and <u>SALLY VICTOR</u> . Open to public. Luncheon, \$1.25. Proceeds to Red Cross. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Publicity: Joan Becker, Fieldstone 3-8600.  |   |  |
| Wednesday<br>May 20<br>2:00-<br>6:00 P.M.    | PRESS AND CRITICS' PRE-<br>VIEW: NEW PHOTO EXHIBIT   | MUSEUM OF<br>MODERN ART   | 11 WEST 53RD STREET                            |
|  | The Museum of Modern Art will present a new exhibit "Road to Victory", photographs of the nations at war, directed by Lt. Commander Edward   |   |  |

(Continued on following page)

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|   | (Continued from preceding page)   |                                       |  |
|   | Steichen, U.S.N. with text by Carl Sandburg. This is not the typical photographic exhibit. It is composed of mural-size enlargements which give a dramatic presentation of our fighting men and the farmers, workers, housewives, and families behind them. Press and Critics' preview, Wed., May 20th, 2 to 6 P.M. Members preview, 9 to midnight. Publicity: Sarah Newmeyer, CI. 5-8900.  |                                       |  |
| Wednesday<br>May 20<br>3:00 P.M.                      | 10TH ANNIVERSARY<br>FASHION SHOW  | FRANKLIN SIMON                        | GREENWICH, CONN.<br>STORE ROOF                 |
|   | Franklin Simon will celebrate 10th Anniversary of Greenwich store with gala fashion show. Open to Press and public. Publ.: Mildred Kaldor, WI. 7-9600.  |                                       |  |
| Wednesday<br>May 20<br>6:00-<br>7:00 P.M.             | PREVIEW: WAR TIME<br>HAIR STYLES  | BERNARD AZ GURO<br>(441 MADISON AVE.) | NEW WESTON PENTHOUSE<br>MADISON AVE. AT 50TH   |
|   | Guro will present a preview of "War-Time Hair Styles" to members of the Beauty Press and invited patrons of the Salon. These hair-do's are planned with two economies in view: time and money, so they require little up-keep. By invitation. Contact: Mr. Guro, WI. 2-1692.  |                                       |  |
| Thursday<br>Evening<br>May 21<br>9:00 P.M.<br>On..... | FASHION INDUSTRIES<br>BALL FOR ARMY RELIEF  | ALL BRANCHES OF<br>FASHION INDUSTRY   | WALDORF ASTORIA HOTEL<br>PARK AVE. AT 50TH ST. |
|   | Formal ball, entertainment and midnight supper for benefit of Army Relief. All branches of the fashion industry will participate, to help raise \$50,000. Mr. Edwin Goodman of Bergdorf Goodman heads Fashion Trades Committee in charge of event. Temporary offices of Steering Committee, 1385 Broadway. Admission, \$50 a couple. For further information, contact: Mr. Arthur Tarshis, Women's Wear Daily, AL. 4-5252.  |                                       |  |
| Friday<br>May 22<br>12:15 P.M.<br>Luncheon            | "AMERICAN DESIGN<br>AWARD" LUNCHEON   | LORD & TAYLOR                         | WALDORF ASTORIA HOTEL<br>GRAND BALLROOM        |
|   | 5th Annual "American Design Award" Luncheon. Lord & Taylor will as usual bestow four awards of \$1,000 each to those designers who made outstanding contributions in the past year to the industries with which they are identified. The following speakers will make keynote addresses: Glenn L. Martin, pioneer aircraft designer and manufacturer; Francis Henry Taylor, Dir., Metropolitan Museum of Art; and Walter Hoving, Pres., Lord & Taylor. Luncheon, \$2.50. Open to public. Tickets from Lord & Taylor. Press by invitation. Publicity: Charles Nicolai, WI. 7-3300. |                                       |  |
| Saturday<br>May 23<br>11:00 A.M.                      | "TRICKS FOR TEENS"<br>CLUB MEETING  | SAKS 34TH STREET                      | B'WAY AT 34TH STREET                           |
|   | The fortnightly meeting of Saks 34th Street's Parents' Magazine-sponsored "Tricks For Teens" Club. As usual, there will be a teen-age fashion show, guest speakers, juke box tunes, Pepsi-Colas, etc. Publicity: Margaret Pierce, LA. 4-7000.   |                                       |  |
| Beginning<br>Saturday<br>May 23                       | FILMING OF 4 "LOCATION" FASHION SHORTS  | VYVYAN DONNER<br>FOX MOVIE TONE NEWS  | NIAGARA FALLS<br>AND CANADA                    |
|   | Vyvyan Donner will take off with a flock of mannequins and a "shooting" crew to make a series of fashion shorts whose theme will be "Honeymoon and Travel Fashions for Summer and Fall". Along with the party go these featured fashions to be "shot" on location: Florence Reichman Hats and Gowns; B. H. Wragge Travel Suits; Bathing Suits and Play Clothes by Brigance of Lord & Taylor; Lace "After-Dark" Dresses, courtesy of International Fashions; and Handbags by Evans Case. For further information, contact: Miss Donner, CO. 5-7200.                                |                                       |  |

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| Sat. 5/23                     | YALE-HARVARD BOAT RACE  |  | HOUSATONIC, DERBY, CONN.                       |
| Saturday<br>May 23            | CHILDREN'S FASHION SHOW   | FRANKLIN SIMON                               | GREENWICH, CONNECTICUT                         |
| 3:00 P.M.                     | A fashion show devoted expressly to presenting children's summer fashions. Open to Press and public. Publicity: Mildred Kaldor, WI. 7-9600.   |  |  |
| Beginning<br>Monday<br>May 25 | NEW COLLECTION OF WOOL DRESSES  | DAVID S. WESTHEIM CORP.                      | 1400 BROADWAY                                  |
|                               | Beginning Mon., May 25th, David S. Westheim will present a new Collection of Wool Dresses. Here's chic without infringement of W.P.B. regulations. Contact: David S. Westheim, CH. 4-5476.  |  |  |
| Monday<br>May 25              | FALL FASHION FORECAST   | FASHION GROUP, INC.                          | ASTOR HOTEL, BALLROOM<br>B'WAY AT 45TH ST.     |
| 12:30 P.M.<br>Luncheon        | The Ready-to-Wear, Fabrics, Accessories, Millinery, and Cosmetic Divisions of the Fashion Group will combine, at the May luncheon, in a presentation of the Fall Fashion Forecast. Speaking for the various fashion divisions are: Helen Sisson, Montgomery Ward, Chairm. Ready-to-Wear; Elsie M. Murphy, S. Stroock & Co., Chairm. Fabrics; Maud G. Moody, Women's Wear, Chairm. Millinery; Rachel Smith, Berkshire Knitting Mills, Chairm. Accessories; Dorothy Tomlinson, J. Walter Thompson Co., Chairm. Cosmetics. An important meeting for members and their trade associates. Members may therefore bring as many guests as they wish. Luncheon, \$1.75 (incl. tip.) Reservations from CI. 7-1734. |  |  |
| Beginning<br>Monday<br>May 25 | ANNUAL CONVENTION   | NATIONAL ASSOCIATION<br>OF PURCHASING AGENTS | HOTEL WALDORF ASTORIA<br>PARK AVE. AT 50TH ST. |
|                               | 3-day Convention featuring the "Inform-a-Show", an exhibit of industrial products of interest to purchasing agents. Open to members of Association and registered persons. Registration fee, \$10. For further information, Contact: George Renard, 11 Park Place, CO. 7-3677.  |  |  |
| Monday<br>May 25              | SUMMER-TIME<br>FASHION REVUE  | BONWIT TELLER                                | RAINBOW ROOM & GRILL<br>ROCKEFELLER CENTER     |
| 4:00 P.M.                     | Bonwit Teller will present a gala Summer-Time Revue for the wives and daughters of the members of the National Association of Purchasing Agents, attending their Annual Convention at the Waldorf Astoria this week. (See above.) Fashion show by invitation. Publ.: Viola Shefer, PL. 3-2117.  |  |  |
| Tuesday<br>May 26             | PRESS LUNCHEON PREVIEW: N.Y. SCHOOL OF APPLIED<br>ANNUAL EXHIBIT  | DESIGN FOR WOMEN                             | 160 LEXINGTON AVENUE<br>(CORNER 30TH STREET)   |
| 1:00 P.M.<br>Luncheon         | The New York School of Applied Design For Women will present its 50th Annual Exhibition, inaugurating the event with a buffet luncheon and private preview for the Press on Tues., May 26th at 1 P.M. Work of students in all departments will be on exhibition. Open to public on following day, Wed., May 27th through June 5th, 10 A.M. to 5 P.M. daily; Sundays from 1 to 4 P.M. Press luncheon preview strictly by invitation. Contact: Mrs. M. R. Robinson, CA. 5-2973.   |  |  |
| Tuesday<br>Evening<br>May 26  | "THE ROUND-UP", A<br>WILD WEST FIESTA   | MADISON SQUARE<br>BOYS' CLUB                 | PARK LANE HOTEL<br>TAPESTRY ROOM AND GARDEN    |
| 8:00 P.M.<br>On.....          | The Gardens of the Park Lane will be transformed into a moonlight prairie with camp fires, tents, chuck-wagons, and rangers, in a gala "Wild West Round-Up" staged for the benefit of the Madison Square Boys' Club. Supper at 8 P.M.; show goes on at 10 P.M. Admission, \$5 (incl. tax). Buffet Supper, \$2 extra. Publicity: Sally Broomell, VO. 5-5400.   |  |  |

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| Wednesday<br>May 27<br>1:00 P.M.<br>Luncheon | 2ND BELMONT LUNCHEON<br>FASHION REVUE  | RUSSEKS FIFTH AVENUE                      | BELMONT PARK<br>ELMONT, LONG ISLAND      |
|  | Russeks Fifth Avenue will preview the "Summer Scene, 1942" at the gala Wed. Fashion Luncheon on the Terrace of the Belmont Clubhouse. Open to public. Buffet luncheon, \$1.25. Proceeds to Navy Relief Society. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Russeks Publ.: Beatrice Castle, WI. 7-1900. Belmont Fashion Publ.: Joan Becker, Fieldstone 3-8600.  |   |  |
| Beginning<br>Monday<br>June 29               | 1ST SESSION OF<br>NEW COURSE   | TOBÉ-COBURN SCHOOL<br>FOR FASHION CAREERS | 1 WEST 57TH STREET                       |
|  | The insistent demand of stores for good promotional material for replacements in their executive staffs has led the Tobé-Coburn School For Fashion Careers to inaugurate a new schedule, beginning June 29th, ending March 19th, and including a Summer and Winter term in the School, plus work in the New York stores during the Fall and Christmas season. For further information, contact: Registrar, Helen Fauver, PL. 3-0773.   |   |  |
| Beginning<br>Monday<br>June 29               | RETAIL FASHION<br>MERCHANTISING COURSE   | LABORATORY INSTITUTE<br>OF MERCHANTISING  | 45 WEST 34TH STREET                      |
|  | A streamlined course in retail fashion merchandising to train young women to replace junior retail executives drafted into military services or war industries. Course begins on June 29th, ends on March 19th and includes employment period in retail stores. For cost and further information, contact: Maxwell F. Marcuse, Director, CH. 4-5288.   |   |  |
| Sunday<br>May 31-<br>June 7                  | METROPOLITAN JUVENILE<br>STYLE MARKET  | 35 MANUFACTURERS OF<br>JUVENILE APPAREL   | NEW YORKER HOTEL<br>8TH AVE. AT 34TH ST. |
|  | Following last year's successful Metropolitan Juvenile Style Mart, 35 manufacturers of Infants', Children's and Junior Wear will show their new Fall lines as a group in the New Yorker Hotel. For further information, contact: Mr. Moe Goldblatt, Derby Sportswear, Chairman, Publicity and Membership Committee, WI. 7-4520.  |   |  |
| Beginning<br>Monday<br>June 1                | OPENING DATE, NEW FALL SPORTSWEAR AND DRESS COLLECTIONS  |   |  |
|  | Members of the <u>SPORTSWEAR GUILD</u> will present their Fall Collections on Mon., Tues., Wed., and Thurs. of the week of June 1st, exact schedule still to be announced. Members of the <u>FASHION ORIGINATORS GUILD</u> will present <u>Comprehensive Advance Showings</u> of new Fall merchandise beginning June 1st, but they do not expect to <u>complete</u> their Fall Collections until <u>the first week in July</u> . As exact dates are established, <u>FASHION CALENDAR</u> will keep its subscribers informed. |   |  |
| Beginning<br>Monday<br>June 1                | NEW PRICE POLICY AT<br>SPECTATOR SPORTS  | HATTIE CARNEGIE                           | 530 SEVENTH AVENUE                       |
|  | Beginning Mon., June 1st, Hattie Carnegie's Spectator Sports will be located at 530 Seventh Ave., with a new price policy beginning at \$23.75 wholesale. Mr. Bruno heads the design staff which will also include Foxie Sondheim (formerly with Herbert Sondheim, more recently with Myron Herbert). Carnegie Wholesale (711 Fifth Ave.) will also re-adjust prices, presenting a coordinated merchandising program of hats, jewelry, accessories and perfumes.   |   |  |
| Early<br>June                                | FIRST SHOWING OF FALL WASH DRESS COLLECTIONS   |   |  |
|  | Definite date in later issue   |   |  |

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                           | <u>WHERE</u>                              |
|---|---|---|---|
| Monday<br>June 1<br>Through<br>June 18  | INVENTORS' SHOW<br>The American Hobby Federation (330 W. 42nd St.) is organizing an Exposition to help Inventors bring their ideas to the attention of the public and to manufacturers. No charge, either for space in the show or admission to show. The work of the organization is purely educational. For further information, contact: Mr. Erwin M. Frey, Pres. of Fed., LE.2-3488.  | AMERICAN HOBBY FEDERATION                 | SACH'S AUDITORIUM<br>35TH ST. AT 8TH AVE. |
| Tuesday<br>June 2<br>4:00-<br>6:00 P.M.                                       | FASHION SHOW<br>AND TEA<br>For the wind-up of their course in "Fashion Show Technique", the students of the Tobé-Coburn School For Fashion Careers will present a Tea-Time Fashion Revue for parents and friends. All costumes by courtesy of Franklin Simon, though the entire presentation will be planned and staged by the students themselves. By invitation. Contact: Katherine Reardon, PL. 3-0773.  | TOBÉ-COBURN SCHOOL<br>FOR FASHION CAREERS | 1 WEST 57TH STREET                        |
| Wednesday<br>June 3<br>11:00 A.M.   | PRESS PREVIEW:<br>FALL HAT COLLECTION<br>Braagaard will present his new Fall Hat Collection to members of the Fashion Press. Strictly by invitation. Publ.: Ruth Hawthorne Fay, LO. 3-5770.   | BRAAGAARD                                 | 17 WEST 57TH STREET                       |
| Wednesday<br>June 3<br>3:00 P.M.  | BENEFIT SUMMER<br>FASHION SHOW<br>Lord & Taylor will put on a huge summer fashion show in conjunction with the Red Cross, on one of Manhasset's most beautiful estates which will be opened to the public for the first time in its history. Further details in later issue of FASHION CALENDAR. Publ.: Eleanor Howard, WI. 7-3300.   | LORD & TAYLOR<br>MANHASSET                | GRACE ESTATE<br>MANHASSET, LONG ISLAND    |
| Wednesday<br>June 3<br>4:00 P.M.  | PRESS PREVIEW: FALL<br>AND WINTER COLLECTION<br>Press preview of McMullen's Fall and Winter Collection, stressing sports clothes and back-to-school fashions. Strictly by invitation, to magazine editors. Collection opens to Trade on following day, Thurs., June 4th, from 10 A.M. on. McMullen will <u>not be able</u> to grant requests for additional invitations. Publicity: Miss Abigail Johnson, MU. 3-9560.   | McMULLEN COMPANY                          | 475 FIFTH AVENUE                          |
| Thursday<br>June 4<br>Through<br>June 13<br>9 A.M.-<br>9:30 P.M.<br>9-5 Sats. | 19TH ANNUAL EXHIBIT<br>OF STUDENT WORK<br>The Traphagen School of Fashion will present its Annual Exhibit of the work of Day and Evening students. Fashion Drawing, Illustration and Design, Clothing Construction, Patternmaking, Grading and Draping (including costumes conforming to WPB rulings). Also Textile and Interior Decoration, Window and Fashion Display, Fashion Writing and Reporting. Press and public invited. For further information: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL<br>OF FASHION            | 1680 BROADWAY<br>(AT 52ND STREET)         |
| Thursday<br>June 4<br>12:45 P.M.<br>Luncheon                                  | 5TH ANNUAL GRADUATION<br>LUNCHEON<br>The Tobé-Coburn School For Fashion Careers will stage its 5th Annual Graduation luncheon on the Pierre Roof. Assemblage at 12:45 P.M. Luncheon served promptly at 1:00 P.M. Graduates will be addressed by Mr. Fred Lazarus, Jr., V.P. The F. & R. Lazarus & Co., and Chairm. of Retailers Advisory Committee, Washington, D.C. By invitation. Contact: Katherine Reardon, PL. 3-0773.   | TOBÉ-COBURN SCHOOL<br>FOR FASHION CAREERS | PIERRE ROOF<br>5TH AVE. AT 61ST ST.       |
| Tuesday<br>June 9<br>4:00 P.M.  | COCKTAIL PARTY<br>FASHION SHOW<br>Bundles For America will dramatize the work of its Salvage Sewing Centers   | BUNDLES FOR AMERICA                       | ASTOR HOTEL<br>GRAND BALLROOM             |

(Continued on following page)

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                       | <u>WHERE</u>                                   |
|---|---|---------------------------------------|--|
| (Continued from preceding page)   |   |                                       |  |
|   | with a cocktail fashion revue. All costumes will be made of salvaged clothes (old clothes, shirts, etc. donated to Salvage Centers throughout the country. (One of New York's is in the garment Center at 500 7th Ave.). Celebrities will model and the five best costumes picked from each Salvage Center will be taken to Washington to be exhibited. Admission, Ballroom floor, \$1.50; Balcony, 60¢ (including cocktails and canapes). Press by invitation. Publ.: Billie Gould, LE. 2-6962.  |                                       |  |
| Wednesday<br>June 10<br>4:00-<br>6:00 P.M.<br>(Note<br>change of<br>date) | NATIONAL SEWING<br>CONTEST PRESS PARTY  | NATIONAL NEEDLE-<br>CRAFT BUREAU      | WALDORF ASTORIA HOTEL<br>SERT ROOM             |
|   | Introducing America's six champion amateur dress makers, winners of the 1942 National Sewing Contest, who receive \$100 war bonds. Prize-winning costumes will be modeled. Selections were made by outstanding fashion authorities who will be on hand to present awards: Schiaparelli, Lyolène, Muriel King, Omar Kiam, and Howard Greer of Hollywood, designers; Gladys Swarthout, opera star; Dorothea Zack, Mademoiselle; Betty Green, Ed., Parents' Magazine; Emil Alvin Hartman, Dir., Fashion Academy; Vivien Kellems, Fashion Academy winner and leading woman industrialist; Clara Scott, Dept. of Agriculture; and Jerri Kemp, Nat'l Contest winner last year. By invitation. Publ.: Julie Medlock (Tom Fizdale) EL. 5-5580.  |                                       |  |
| Wednesday<br>June 10<br>4:30 P.M.<br>Cocktails                            | PRESENTING FALL<br>WOOLKNIT FASHIONS  | WOOLKNIT ASSOCIATES<br>INC.           | PIERRE HOTEL<br>BALLROOM                       |
|   | The Woolknit Associates will stage a Trade Showing of new Fall Woolknit fashions, under the direction of June Hamilton Rhodes, Bureau of Fashion Trends. Strictly by invitation to Buyers, Merchandise Executives, and members of the Fashion Press. Publ.: Bureau of Fashion Trends, WI. 7-7476.   |                                       |  |
| Monday<br>June 15<br>Through<br>June 18                                   | FIRST SHOWING, FALL<br>HAT FASHION TRENDS   | MILLINERY FASHION<br>INSPIRATION INC. | WALDORF ASTORIA HOTEL<br>PARK AVE. AT 50TH ST. |
|   | Three leading milliners, Lilly Daché, John-Frederics, and Sally Victor, have joined forces to form Millinery Fashion Inspiration Inc., for the purpose of launching hat fashion trends to stimulate and stabilize millinery fashions throughout the country. Three-day trade showing of this collection begins June 15th, at Waldorf Astoria Hotel. Millinery manufacturers and one designer may see collection privately, for \$100 which includes right to copy one hat on exclusive basis until August 15th. Additional models, \$50 each. Adaptations may not be delivered before July 22nd, (date of big Fall Millinery Show held annually by Millinery Stabilization Commission). Hats will be labeled. The three Creators will follow through on trends presented in their own collections for their private clientele, to further establish and publicize the new silhouettes throughout the country. For further information, Seymour Mittelmark Inc., 33 W. 42nd St., PE. 6-7494. |                                       |  |
| <u>DATES AHEAD</u>  |   | <u>RED LETTER WEEKS</u>               |  |
| May 15  | STRAW HAT DAY FOR GENTLEMEN (Fri.)  | May 15-23                             | NATIONAL COTTON WEEK                           |
| May 30  | MEMORIAL DAY (Saturday)   | May 23-30                             | NATIONAL TENNIS WEEK                           |
| June 14   | FLAG DAY (Sunday)   | June 8-13                             | NATIONAL LUGGAGE WEEK                          |
| June 21   | FATHER'S DAY (Sunday)   | June 22-27                            | NATIONAL SWIM-FOR-HEALTH WEEK                  |
| June 21   | 1ST DAY OF SUMMER (Sunday)  | Sept. 14-19                           | N.R.D.G.A. DEMONSTRATION                       |
| July 4  | INDEPENDENCE DAY (Saturday)   | Sept. 20-26                           | NATIONAL DOG WEEK                              |
| Sept. 7   | LABOR DAY (Monday)  | Oct. 2-12                             | NATIONAL BRANDS WEEK                           |
| Sept. 12  | 1ST DAY OF JEWISH NEW YEAR (Sat.)   | Oct. 4-10                             | NATIONAL BUSINESS WOMEN'S WEEK                 |

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now..... "THIS ABOVE ALL" (Cinema) ASTOR THEATRE, B'WAY AT 44TH ST.  
 Showing 20th Century Fox motion picture version of Erik Knight's story about England at war, co-starring Joan Fontaine and Tyrone Power supported by Thomas Mitchell, Henry Stephenson, Nigel Bruce, Philip Merivale and others. Clothes by Gwen Wakeling. Publicity: Jeannette Sawyer, CO. 5-3320.

Now..... NEW SHOW IN RAINBOW ROOM ROCKEFELLER CENTER  
 Showing Jack Cole and his dancers; Adrienne, chanteuse; Al Gordon with troupe of mongrels in act called "Going to the Dogs"; Carmen Cavallero and Orchestra; Terry Sisters and their Rhumba Band. Informal. Dinner from \$3. Publicity: Ed Seay, CI. 5-9000.

Monday.... GALA OPENING OF STARLIGHT ROOF WALDORF ASTORIA HOTEL, PARK AT 50TH ST.  
 May 18 The Starlight Roof opens for dinner and the summer season with a "Bundles for America" benefit. Music by Guy Lombardo. Open to public. Informal. Publicity: Ted Saucier, EL. 5-3000.

Tuesday... PREMIERE: "COMES THE REVELATION" JOLSON THEATRE, 932 7TH AVENUE  
 May 19 Play by Louis Vittes, produced by John Morris Chanin and Richard Karlan, presented at popular prices. Cast includes Wil Geer, James Gregory, Mary Perry and others. Costumes by Charles Christie Co. Publicity: Jimmy Davis, CI. 5-7278.

Tuesday... PREMIERE: "THE STRINGS ARE FALSE" ROYALE THEATRE, 242 W. 45TH ST.  
 May 19 New Paul Vincent Carroll play presented by Edward Choate and Alexander Kirkland, starring Ruth Gordon and Walter Hampden, supported by a large and distinguished cast. Costumes by Du Pont. Publicity: Richard Maney, WI. 7-6939.

Tuesday... GALA PREMIERE: "SHIPS WITH WINGS" NORMANDIE THEATRE, 51 E. 53RD ST.  
 May 19 Private premiere of new motion picture, "Ships With Wings", sponsored by British War Relief Society, Union Jack Club, and English Speaking Union for benefit of U.S. Navy Relief Fund. Sec. of Navy, Frank Knox and other notables will attend. A Michael Balkan production (released by United Artists) with many sequences actually filmed aboard the aircraft-carrier, Ark Royal. Cast includes John Clements, Leslie Banks, Jane Baxter, Ann Todd and Basil Sydney. Publicity: Tess Michaels, BR. 9-7300.

Wednesday. PREMIERE: "UNCLE HARRY" BROADHURST THEATRE, B'WAY AT 44TH ST.  
 May 20 Eva Le Gallienne and Joseph Schildkraut co-starred in Thomas Job's new murder-drama "Uncle Harry". Play has French-Canadian locale. Costumes by Peggy Clark. Publicity: J. Proctor, VA. 6-3198.

Thursday. PREMIERE: "TORTILLA FLAT" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH ST.  
 May 21 M.G.M. movie version of John Steinbeck's novel starring Spencer Tracy, Hedy Lamarr and John Garfield. Publicity: Art Schmidt, BR. 9-7800.

Thursday. PREMIERE: "THE SPOILERS" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.  
 May 21 Rex Beach's famous story of the Klondike gold rush, produced by Frank Lloyd for Universal. Marlene Dietrich, Randolph Scott and John Wayne are co-starred. Publicity: Maurice Bergman, CI. 7-7100.

Wednesday. PREMIERE: "ALL'S FAIR" SHUBERT THEATRE, 225 W. 44TH ST.  
 May 27 New Rodgers and Hart musical produced by Dwight Deere Wiman, Richard Rodgers and Richard Kollmar, with Ray Bolger and Constance Moore in leading roles. Costumes by Irene Sharaff. Publicity: Tom Weatherly, BR. 9-4064.

Thursday. WORLD PREMIERE: "YANKEE DOODLE DANDY" (Cinema) HOLLYWOOD THEATRE, 1655 B'WAY  
 May 28 One of Warner Brothers biggest productions, a picture based on life of George M. Cohan. Starring James Cagney, supported by Walter Huston, Richard Whorf and Joan Leslie. Costumes by Milo Anderson. Warner's is contributing World Premiere to War Bond Sales Drive. Best seats will be sold for War Bond pledges of \$25,000 apiece. Other seats scaled to gross \$5,000,000 for the Government. Many notables will attend. Publicity: Eve Siegel, CI. 6-1000.